City-Wide Remit (Statutory Duty RTA 1988) to reduce road casualties

Ensure the provision of Glasgow’s Road Safety Service:

- Education
- Training
- Publicity
- Engineering
- Partnership working
Land and Environmental Services
Traffic and Road Safety

Glasgow Statistics to 2010

All KSI
UK Target 40% - Glasgow achieved 60%

Children KSI
UK Target 50% - Glasgow achieved 70%

Casualties at their lowest since the 1920's

Compare Car Ownership

<table>
<thead>
<tr>
<th>Year</th>
<th>Vehicles</th>
<th>Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1930</td>
<td>25,000</td>
<td>180</td>
</tr>
<tr>
<td>2010</td>
<td>200,000</td>
<td>11</td>
</tr>
</tbody>
</table>
### Scottish Government Targets to 2015/2020

<table>
<thead>
<tr>
<th>Target</th>
<th>2015 milestone % reduction</th>
<th>2020 target % reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>People killed</td>
<td>30</td>
<td>40</td>
</tr>
<tr>
<td>People seriously injured</td>
<td>43</td>
<td>55</td>
</tr>
<tr>
<td>Children (aged &lt;16) killed</td>
<td>35</td>
<td>50</td>
</tr>
<tr>
<td>Children (aged&lt;16) seriously injured</td>
<td>50</td>
<td>65</td>
</tr>
</tbody>
</table>

* Based on 2004/8 Average
Land and Environmental Services
Traffic and Road Safety

Scottish Government Targets to 2020
Land and Environmental Services
Traffic and Road Safety

Reducing Casualties

Go Safe Glasgow Campaigns:
Older Pedestrians
Land and Environmental Services
Traffic and Road Safety

Reducing Casualties
Go Safe Glasgow Campaigns:

BE AWARE COMMUTE WITH CARE
SHOW COURTESY, CARE AND RESPECT TO ALL ROAD USERS

Sharing our Roads with Respect and Courtesy

Commuters / Cyclists
Land and Environmental Services
Traffic and Road Safety

Reducing Casualties

Go Safe Glasgow Campaigns:

Amber Means Stop!
Land and Environmental Services
Traffic and Road Safety

Reducing Casualties

Driving at Work?

- 100 companies visited in 2005
- Encouraged to develop policy

Fleet Safety Awards
Reducing Casualties

Driving at Work?

2012

- Support the work of Scorsa
- Create Links with Businesses
- Encourage Safer Road Use
- Corporate Speeding
Key element in reducing casualty incidence and severity is to reduce speed

- Fatal ➔ Speed Reduction ➔ Serious
- Serious ➔ Speed Reduction ➔ Slight

**Fact:**

- 1mph reduction in average speed would translate into 5% in accident frequency on average.
- In relation to urban roads would relate to a 6% reduction.
- If it goes up from average by 1mph accidents increase by 19%.
- Simple physics dictate that injury severity increase with speed.

Taylor et al research of 2000
Land and Environmental Services
Traffic and Road Safety

12 Month Speeding Campaign 2012
‘Make Glasgow Smile’

Focus on
Corporate Speeding
How can your company make Glasgow Smile?

Implement and Promote Speed Policy

- Plan Journeys
- Avoid Incentives to Speed
- Driver Training
- Eco – Driving
- Suitable Vehicles
- Record Incidents
- Track Convictions
- Liaise with LA’s / Police
Land and Environmental Services
Traffic and Road Safety

Corporate Speeders

- Rarely
  - Exceeds the Speed limit

- Occasionally
  - Exceeds the Speed limit

- Always
  - Exceeds the speed limit by a large margin

Accident Rate
- Fuel
- Maintenance
- Insurance
- Image!!
Land and Environmental Services
Traffic and Road Safety

VEHICLE LIMITED TO
40 MPH BY LAW
ON SINGLE CARRIAGeways

This vehicle is restricted to 70 mph

☑️

❓
Land and Environmental Services
Traffic and Road Safety

Corporate Speeders
Speed Reduction and Information Vehicle

- Support Glasgow’s new twenty zones
- Gather Video Evidence
- Advisory letter with evidence
- Further incidents to Police
- Study Injury Incidents
- Study Red Light Jumping
Land and Environmental Services
Traffic and Road Safety
Managing the Council’s Road Risk
Our Experience!
Have we got a problem?
How much will it cost?
Land and Environmental Services
Traffic and Road Safety
Is it worth the investment?

Seat Belts

Everyone knows they should wear it, not the company’s responsibility – down to the individual - right?

NO!
Step 1: Essential

Identify a **suitable** key member of staff to co-ordinate, develop and progress
Step 2: Collate Existing Good Practice

- Policy
- Licence Checks
- Driver Training
- Fleet Management
- Vehicle Suitability
- Insurance Checks
- Health and Safety
- Depot Safety
Land and Environmental Services
Traffic and Road Safety

Step 3: Gather Support

- Unions
- Health and Safety
- Training
- Directorate
- Workforce
- Legal
- Fleet
Step 4: Manage Centrally

- Fleet Policy
- Driver Training
- Insurance Checks
- Licence Checks
- Depot Safety
- Fleet Management
- Vehicle Suitability
- Health and Safety

Land and Environmental Services
Traffic and Road Safety
Land and Environmental Services
Traffic and Road Safety

- Pro-actively Promoting Road Safety in the Workplace
- Bringing together key staff / key departments
- Promoting Training / H&S
- Managing Accidents (Points System)
- Develop Bespoke Accident Database
- Plan for the Future
Land and Environmental Services
Traffic and Road Safety
How did we do?

Significant Reduction in blameworthy accidents within 2 years
Good reduction in non-blameworthy accidents within 2 years
Greatly increased awareness of MORR throughout the service area

..............but then along came the clenny!!

A new challenge a new culture to change, but we are making progress!
Step 5: Review and Improve

- Communicate Policy
- Enforce Policy
- Plan for the future
Communicate the Policy
Communicate the Policy

The Policy

Introduction

Land and Environmental Services Road Safety Development section has introduced this compulsory accredited online eLearning course for all Glasgow City Council employees who drive on council business.

This is the first course in a series of modules and covers the council's Corporate Transport Safety policy document.

The aims of the course are to:

- Communicate council policy (and additional safety critical information) in relation to the use of council vehicles.
- Remain committed to improving overall road safety.

Select Next to continue.
Land and Environmental Services
Traffic and Road Safety
Introduction

The council is committed to the reduction of at work incidents involving council employees.

Did you know that you are three times more likely to be injured whilst driving at work than you are in your own private vehicle?

The council operates one of the largest and most diverse fleets in the country and we have a joint responsibility, as employers and employees, to ensure the safety of all road users.

The casualty total for Glasgow in 2010 was the lowest on record with 1640 people injured and 11 killed. Compare this to the 1990’s where we had 175,000 fewer vehicles, but more than 5000 casualties and 160 fatalities – we are making progress!

No casualty however is good news and we must all work together to make Glasgow’s roads safer for all.

You may wish to view Glasgow’s Road Casualty statistics leaflet before taking this course. Click here to access.

Select Next to continue. The passmark for this course is 85%
Enforce the Policy

- Localise Health and Safety
- Pro-active Training
- Pro-active Road Safety Measures
- Council Accident Reduction Scheme
- Electronic Management of Documents (incl Grey Fleet)
- Speed / Seat belt checks etc……..
- Video Enforcement
Plan for the future

- City Wide Policy to include ALEOS
- CARS - All Services
- GOLD - All Services
Thank You

George Cairns
Road Safety Development Officer
Enjoy the festive break!

George Cairns
Road Safety Development Officer
Land and Environmental Services
Traffic and Road Safety

Driver Certificate in Professional Competence (CPC)

Tony McGrory
Training Instructor (DSA ADI)
Compliance Responsibilities

- It is the "drivers responsibility" to ensure that they comply with the requirements of the Directive.

- Drivers have to be qualified in the country in which they are employed.

- Drivers must carry a "Driver Qualification Card" (DQC) with them at all times. It will be an offence for a driver to drive without one.

- LES drivers are registered with DSA after each 7 hour module. After completion of 35 hours training, the DSA will issue DQC. The only info DSA get from LES is: Driver Name, License Number and module attended.

- It will be an offence for an Operator to cause or permit a driver to drive without a DQC or without being qualified.
Why CPC was Introduced

- Improve Road Safety
- Raise economical and environmental awareness in drivers
- Improve the image of the industry
- Attract younger people to the industry
- Make drivers better equipped to do their jobs
- Savings for the industry (fuel, wear & tear etc.)
5 year cycle with a **minimum** of 35 hours approved training in each cycle

Courses must be at least 7 hours or 2 x 3.5 hours within 24 hour period

LGV, introduced in 2009 first 35 hours cycle to be completed by 10 September 2014.

PCV, Introduced 2008, to be completed by 2013.

Training must have a link to the Directive Syllabus.

Focus on safety, compliance and fuel economy.
Glasgow City Council Modules

- Drivers Responsibilities and daily Checks
  - (A) Drivers Hours
  - (B) Midas
- Health & Safety
- Safe & Fuel Efficient Driving (SAFED)
- Customer Orientation (Glasgow Cares)
Considerations

- 220 PCV Drivers Trained in 3 Modules to date (1, 2b & 3) as at Dec 2011. Due to more pressing finish date
- Future Training Spring 2012 LES Operations & other Departments (ALEOs)
- Complete in line with seasonal priority (Roads and Cleansing in Spring and Parks in Winter)
- Over 800 employees in scope and to be trained
- Key to completion: Communication and Co-operation
Thank You.